

Claims

1 1. A method of ordering a product or service promoted on a
2 broadcast transmitted by a broadcast station, said method comprising:

3 receiving a signal from a remote transceiver at a service center, said
4 signal having a client identification information, a frequency of said broadcast,
5 a location where said broadcast was received, and a time when said broadcast
6 was received;

7 identifying said broadcast station using said frequency and said
8 location;

9 determining said product or said service promoted on said broadcast
10 using said time; and

11 ordering said product or service.

1 2. The method of claim 1, wherein said determining step includes
2 accessing a station log of said broadcast station to obtain an identity of said
3 provider of said good or service.

1 3. The method of claim 2, wherein said ordering step includes
2 contacting said provider of said service to order said product or service.

1 4. The method of claim 1, wherein said ordering step includes
2 delivering said product or service to said client.

1 5. The method of claim 1, wherein before said receiving step, said
2 method includes determining said location and said time with a global
3 positioning system unit.

1 6. The method of claim 5 further including after determining said
2 location step, the step of initiating said transceiver to transmit said information
3 with a switch on a client terminal.

1 7. The method of claim 6, further including the step of connecting
2 said client terminal to a broadcast receiver to access said frequency.

1 8. The method of claim 6, wherein said method further includes
2 connecting said client terminal to a global positioning system unit to obtain
3 said location and said time.

1 9. An apparatus for ordering a product or a service promoted
2 during a broadcast received on a receiver, said apparatus interacting with a
3 service center for ordering said product or service, said comprising:

4 a client terminal having an interface having an electronic control unit, a
5 switch and a transceiver, said electronic control unit being interconnected with
6 said broadcast receiver to obtain a frequency of a station to which said
7 broadcast is tuned to receive, said electronic control unit connected with a
8 global positioning system unit to receive a location where said global
9 positioning system unit is located and time associated with said location, said

10 switch operable to send a signal to said electronic control unit to transmit said
11 frequency, said location, said associated time and a client identifier to said
12 service center to facilitate ordering of said good or service.

1 10. The apparatus of claim 9, wherein said switch further comprises
2 a push button.

1 11. The apparatus of claim 9, wherein said client terminal includes
2 said global positioning system unit and said receiver.

1 12. The apparatus of claim 9, wherein said client terminal is
2 mounted to a vehicle.

1 13. A system for ordering a product or service promoted during a
2 broadcast received on a broadcast receiver, said system including:

3 a service center having a radio receiver and a database having client
4 information;

5 a client terminal having an electronic control unit, a switch and
6 transmitter, said client terminal connected to said broadcast receiver to obtain a
7 frequency of a broadcast station to which said receiver is tuned, said electronic
8 control unit connected with a global positioning system unit to receive a
9 location of where said global positioning system unit is located, a time
10 associated with said location, said switch operable to send a signal to said

11 service center by said transceiver, said signal having a client terminal identifier,
12 said location, said associated time and said frequency; and
13 a communication link between said service center and a log of a
14 broadcast station for determining said product or service promoted during said
15 broadcast.

1 14. The system of claim 13, further including a communication link
2 between said service center and a provider of said goods and services.

1 15. The system of claim 13, wherein said client terminal is mounted
2 to a vehicle.

1 16. The system of claim 13, wherein said switch is a push button.

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